

CLAIMS

Therefore, having thus described the invention, at least the following is claimed:

- 1 1. A method for providing automatically facilitated marketing and provision of
2 electronic services, comprising:
3 searching a database for a match between user input and information in the
4 database;
5 obtaining keywords resulting from the searching step;
6 utilizing a database table to associate the keywords with potential services to
7 sell to a customer; and
8 producing a set of suggested actual services and associated information
9 regarding services that can be sold to the customer.
- 1 2. The method of claim 1, further comprising associating the keywords with
2 generically-defined services.
- 1 3. The method of claim 1, further comprising calculating appropriate services to
2 offer the customer utilizing a weighted summation of technical appropriateness values
3 associated with at least one of generic, potential, actual or available services.
- 1 4. The method of claim 1, further comprising calculating preferential services to
2 offer the customer utilizing a weighted summation of preference values associated
3 with actual services offered by a service provider.
- 1 5. The method of claim 3, further comprising ranking potential generic services
2 for presentment and comparison of preferential services.
- 1 6. The method of claim 4, further comprising ranking potential actual services for
2 presentment and comparison of preferential services.

1 7. The method of claim 3, further comprising calculating maximum and
2 minimum thresholds such that preferential services offered by a service provider do
3 not override technical security decision criteria.

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5 8. The method of claim 3, further comprising calculating ratio checks such that
6 preferential services offered by a service provider do not override technical security
7 decision criteria.

1 9. The method of claim 7, further comprising adjusting or reducing weighted
2 summation values if the threshold is violated.

1 10. The method of claim 7, further comprising discarding a particular preferential
2 service if the threshold or ratio check is violated.

1 11. The method of claim 7, further comprising calculating a comparison value by
2 adjusting weighed summations for cases of service bundling.

1 12. The method of claim 1, further comprising outputting the suggested services
2 and associated information to a user's processing device.

1 13. A computer-readable medium comprising:
2 logic configured to search a database for a match between user input and
3 information in the database;
4 logic configured to obtain keywords resulting from the search;
5 logic configured to utilize a database table to associate the keywords with
6 potential services to sell to a customer; and
7 logic configured to produce a set of suggested services and associated
8 information of services that can be sold to customer.

1 14. The computer-readable medium of claim 13, further comprising logic
2 configured to associate the keywords with generically-defined services.

1 15. The computer-readable medium of claim 13, further comprising logic
2 configured to calculate appropriate services to offer the customer utilizing a weighted
3 summation of technical appropriateness values associated with at least one of generic,
4 potential, actual or available services.

1 16. The computer-readable medium of claim 13, further comprising logic
2 configured to calculate preferential services to offer the customer utilizing a weighted
3 summation of preference values associated with actual services by a service provider.

1 17. The computer-readable medium of claim 16, further comprising logic
2 configured to rank potential services for presentment and comparison of preferential
3 services.

1 18. The computer-readable medium of claim 16, further comprising logic
2 configured to calculate maximum and minimum threshold such that preferential
3 services offered by a service provider do not override technical security decision
4 criteria.

1 19. The computer-readable medium of claim 18, further comprising logic
2 configured to adjust or reduce weighted summation values if the threshold is violated.

1 20. The computer-readable medium of claim 18, further comprising logic
2 configured to discard a particular preferential service if the threshold or ratio check is
3 violated.

1 21. The computer readable medium of claim 18, further comprising logic
2 configured to calculate a comparison value by adjusting weighed summations for
3 cases of service bundling.

1 22. The computer-readable medium of claim 13, further comprising logic
2 configured to output the suggested services and associated information to a user's
3 processing device.

1 23. The computer-readable medium of claim 15, further comprising logic
2 configured to rank potential generic services for presentment and comparison of
3 preferential services.

1 24. A system for automatically facilitated marketing and provision of electronic
2 security services, comprising:

3 a cyclor configured to search through a plurality of databases to match user
4 input with sales information in the databases and to provide keywords resulting from
5 the search; and

6 a service suggestion analyzer operatively coupled to the cyclor, the service
7 suggestion analyzer configured to provide a set of potential services to be sold to a
8 customer based on the keywords from the cyclor.

1 25. The system of claim 24, wherein the service suggestion analyzer further
2 comprises an analyzer module, a servicer module and an output module.

1 26. The system of claim 25, wherein the service suggestion analyzer further
2 comprises a psychological assistant module and a special deals interface module.

1 27. The system of claim 25, wherein the analyzer module is further configured to
2 produce a prioritized and clustered needs list that includes generic services.

1 28. The system of claim 27, wherein the analyzer module is further configured to
2 include a lookup table to provide the clustered needs list.

1 29. The system of claim 27, wherein the analyzer module is further configured to
2 perform technical weightings of potential services to prioritize the generic needs list.

1 30. The system of claim 25, wherein the servicer module is further configured to
2 interface with the analyzer module to obtain the generic needs list and to produce a
3 ranked set of suggested actual services offered by a service provider.

1 31. The system of claim 30, wherein the servicer module is further configured to
2 incorporate stored preference weightings for an available offered service such that the
3 set of suggested actual services are skewed towards services preferred to be sold by a
4 service provider.

1 32. The system of claim 25, wherein the output module is operatively coupled to
2 the servicer module and the output module is further configured to provide the ranked
3 set of suggested actual services to a user via at least one of a user's display device of a
4 processing device, auditory means including synthesized voice, email, or paging
5 device.

1 33. The system of claim of claim 24, wherein the service suggestion analyzer is
2 further configured to calculate appropriate services to offer the customer utilizing a
3 weighted summation of technical appropriateness values associated with at least one
4 of generic, potential, actual, or available services.

1 34. The system of claim 33, wherein the service suggestion analyzer is further
2 configured to rank potential generic services for presentment and comparison of
3 preferential services.

1 35. The system of claim 33, wherein the service suggestion analyzer is further
2 configured to calculate ratio checks such that preferential services offered by a service
3 provider do not override technical security decision criteria